



# RECORD OF REQUEST FOR POLITICAL BROADCAST TIME

Broadcast Time Period Requested: July 2016- Nov 2016 9/27 - 10/3

1. Name and title of person making request: Kelly Polce
2. Advertising Agency, if any: Great American Media
3. (a) Name and Address of Organization paying for time: Democratic Congressional Campaign Committee  
(b) Name and Address of Organization Furnishing Announcement/Program, if different from above: \_\_\_\_\_
4. Broadcast to favor candidacy of: Non-Candidate/Issue
5. Public office that candidate is seeking: Congress
6. Political Party to which candidate belongs: Democratic
7. Date of request: 6/22/16
8. Nature of request
  - (a) Request to purchase announcement(s) and/or program(s)
  - (b) Request for broadcast time at no cost to candidate or supporters
  - (c) Other request (give details, e.g., broadcast times, dates, length, reason for request, etc.)
9. Disposition made of request (Attach explanatory statement necessary, attach contract)
  - (a) Granted (Give dates, times, length)
  - (b) Denied (Give reason)
  - (c) Withdrawn (Give reason)
  - (d) Availabilities offered (Give dates, time, length)
10. Subsequent Developments, if any (Give details, attach explanatory statement, if necessary, of preemption, rescheduling, makegoods, etc.)
11. Amount of Charges:  
\$ 17,000 (Gross) \$ 14,450 (Net) Contract# 7307

Name of employee completing this form / date

Mika Valteau

**CONTRACT**

**WGEN**  
**1800 NW 94th Avenue**  
**Miami, FL 33172**  
**(212) 822-7015**

And:

**Great American Media**  
**3050 K Street NW, Suite 100**  
**Washington, DC 20007**

<u>Contract / Revision</u> 7307 /		<u>Alt Order #</u> 5033056
<u>Product</u> 14- Issue DCCC TV		
<u>Contract Dates</u> 09/27/16 - 10/03/16		<u>Estimate #</u> 4758
<u>Advertiser</u> Democratic Congressional Campaign Commi		<u>Original Date / Revision</u> 05/12/16 / 09/02/16
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGEN	<u>Account Executive</u> Melissa Senande	<u>Sales Office</u> New York
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WGEN	09/27/16	10/03/16	M-F 7p-8p	7:00 PM-8:00 PM		:30				NM	2	\$2,000.00
		VIP/NON-PREEMPTABLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/27/16	10/03/16	MTWTF--				2	\$1,000.00	0.00			
N 2	WGEN	09/27/16	10/03/16	M-F 8p-9p	8:00 PM-9:00 PM		:30				NM	3	\$7,500.00
		VIP/NON-PREEMPTABLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/27/16	10/03/16	MTWTF--				3	\$2,500.00	0.00			
N 3	WGEN	09/27/16	10/03/16	M-F 9p-10p	9:00 PM-10:00 PM		:30				NM	3	\$7,500.00
		VIP/NON-PREEMPTABLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/27/16	10/03/16	MTWTF--				3	\$2,500.00	0.00			
<b>Totals</b>										0.00		8	\$17,000.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/02/16	5	\$11,000.00	\$9,350.00
10/03/16 - 10/09/16	3	\$6,000.00	\$5,100.00
<b>Totals</b>	8	\$17,000.00	\$14,450.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

# New Order

**Agency:** Great American Media  
**Office:** Washington  
**Client:** 11 - Democratic Congressional Campaign Committee  
**Product:** 14 - Issue

**Station:**  
**Order Type:**  
**Cancel Date:**

**Piggyback Product:**

**Estimate:** 4758 - DCCC TV SPANISH 9.27-10.03

Received in ePort: 5/10/2016 1:46:29 PM

**Flight Start:** 09/27/2016  
**Flight End:** 10/03/2016  
**Hiatus:**

### Primary Demo:

## Demo 2:

### Demo 3:

GRP: 000

CPP: \$0.00

**SIMP:**

CPM: \$0.00

**Comments:**

Separation: 30

Invalid workflow for status of Forwarding Failed

Local/National: National  
Rep Office: MundoMAX National Television Sales (WGNE)  
LE: Melissa Senande  
Phone: 5033056  
OrderID:  
Status: Forwarded

<b>Airtime Dollars:</b>	\$17,000.00
<b>Interactive Dollars:</b>	\$0.00
<b>Non-Airtime Dollars:</b>	\$0.00
<b>Total Dollars:</b>	\$17,000.00
<b>Total Spots:</b>	8

**MarketShare:**

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	9/27	Total				
1	TuWThFM 7P-8P Sanson y Dalila/Dr. Mata	PA	\$1,000.00	C	30	2	Spots	Rtg.	CPP	Imp	CPM
25+							2				
2	TuWThFM 8P-9P Los milagros de Jesus/Las mil y una noche	PT	\$2,500.00	C	30	3	3				
25+											
3	TuWThFM 9P-10P La Guerrera/Amor de contrabando	PT	\$2,500.00	C	30	3	3				
25+											
Total Spots: 8											
Cash\$ - Spots: \$17,000.00 - 8							Total Cost: \$17,000.00				
Trade\$ - Spots: \$0.00 - 0							Total GRP - CPP: 0.0 - \$0.00				
							Total GIMP(000) - CPM: 0 - \$0.00				



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WGEN - TV Miami, FL / WDLR - TV Miami, FL	<b>Date:</b> 9/26/16.
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I, Kelly Polce - authorized media Buyer  
do hereby request station time concerning the following issue:

DCCC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
as ordered					

This broadcast time will be used by: DCCC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Congressional

I represent that the payment for the above described broadcast time has been furnished by (name and address):

DCCC  
430 S. Capitol Street, SE Washington, DC 20003

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Hayley Dierker, COO

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

4/20/16      Kelly Bla      202-338-8700  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Carllyster      Cortas M Sterling      GM  
Signature                      Printed Name                      Title



## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	as	ordered			

Attach proposed schedule with charges (if available):

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.